

~~11~~ handle portion, said vibrating assembly being mountable to said fishing pole.

8. The fish luring system of claim 1, wherein said vibrating assembly includes:

a motor adapted for rotational movement, said motor being mounted in an interior of said handle portion;

~~AD~~ a motor shaft being rotatably coupled to and extending from said motor toward a first end of said rod portion, said motor shaft being positioned in a channel extending longitudinally in said rod portion;

a cam being formed on an end of said motor shaft for selectively engaging an inner surface of said channel of said rod portion, wherein rotational movement of said motor shaft by said motor causes said cam to selectively engage said inner surface and vibrate said first end of said rod portion; and

wherein said vibrating assembly is positioned within said fishing pole.